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## ***Fans Don't Let Fans Drive Drunk*** **Michigan's traffic safety office urges NFL Super Bowl fans to 'Pass Your Keys to a Designated Driver'**

(Detroit, MI) - The Michigan Office of Highway Safety Planning (OHSP) is urging Super Bowl fans to "play it safe" as one of the sporting world's premier events rolls into Detroit. OHSP announced today that it is joining forces with the National Football League (NFL), Coors Brewing Company, the Techniques for Effective Alcohol Management (TEAM) Coalition, RADD: The Entertainment Industry's Voice For Road Safety and the National Highway Traffic Safety Administration (NHTSA) to bring the *Responsibility Has Its Rewards* (RHIR) national traffic safety campaign to Super Bowl XL as the platform for encouraging football fans to act responsibly by designating a sober driver.

The OHSP-TEAM partnership has several current traffic safety promotions in Michigan as part of the RHIR campaign. TEAM was instrumental in developing a "*Fans Don't Let Fans Drive Drunk*" promotion in the state, with three major components. First, a poster contest is currently running in CVS, Farmer Jack, Meijer and Rite Aid stores throughout Michigan encouraging fans to be responsible and also designate a sober driver. The reward for one lucky fan will be tickets to the game on Feb. 5. In addition, OHSP will join TEAM at the NFL Experience on Friday, Feb. 3 from 3-8 p.m. at Cobo Center for a promotion aimed at fans to "tape your own RHIR traffic safety message." Fans visiting the OHSP-TEAM booth at the NFL Experience will also have an opportunity to enter the drawing for Super Bowl XL tickets.

Finally, along with the NFL, Coors and TEAM, OHSP will be a co-sponsor of the RHIR designated driver program at Ford Field for the Super Bowl.

"The Super Bowl will be an exciting event, with a week of celebrations leading up to the big game," said Michael L. Prince, OHSP division director. "We want to remind fans and guests to 'play it safe' by designating a sober driver and celebrating responsibly."

This effort is part of the collaboration between the NFL, TEAM and RADD in the season-long *Responsibility Has Its Rewards* national designated driver program. During the 2004 season, more than 80,000 football fans pledged to be a sober designated driver. For 2005, TEAM projects more than 90,000 fans will have pledged to make the winning play.

NFL Super Bowl Sunday is America's largest national sporting event and one of the most entertaining, as friends and families gather to socialize and watch the big game. Yet, it is also one of the nation's most dangerous days on the roadways due to impaired driving.

### ***"Play It Safe"***

- ***Fans Don't Let Fans Drive Drunk.***
  - Designate a sober driver before the party begins and give that person your car keys.
  - If you don't have a designated driver, ask a sober friend for a ride home; call a cab, friend or family member to come and get you.
  - Take the keys away from anyone who is thinking of driving while impaired.
- ***Buckle Up. Every Trip, Every Time.***
  - It's still your best defense against impaired drivers.

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### **NFL's Season-long Commitment to Community & Traffic Safety**

The Super Bowl effort is part of the NFL-TEAM-RADD's season-long *Responsibility Has Its Rewards* designated driver program at every NFL stadium nationwide, including the Detroit Lions. Fans who pledged to be designated drivers at NFL games were eligible to enter a drawing to be selected as the team's designated driver for the season. The designated drivers of the season from the Pittsburgh Steelers, Molly McKenney, and Seattle Seahawks, John Aykens, were each rewarded with a trip to Super Bowl XL to watch the AFC and NFC champions play at Ford Field in Detroit. Their VIP Super Bowl prize package includes two tickets to the game, airfare and hotel accommodations in Detroit. In addition, the designated driver for the season from the New Orleans Saints, Patricia Mansker, was chosen at random to attend the 2006 NFL Pro Bowl in Honolulu, Hawaii.

**MI OHSP:** Mission is to save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.  
[www.michigan.gov/ohsp](http://www.michigan.gov/ohsp)

#### **NFL:**

The NFL is proud of our history of giving, and we are committed to having a positive impact for generations to come.

[www.nfl.com](http://www.nfl.com)

#### **Coors:**

Coors Brewing Company is a subsidiary of Molson Coors Brewing Company, (NYSE, TSX - TAP). It is the third largest brewer in the U.S. The company's U.S. brands include Coors Light, Molson Canadian, Coors, Aspen Edge, Killian's Irish Red, Keystone, Blue Moon, Coors NA and Zima XXX.

[www.molsoncoors.com](http://www.molsoncoors.com)

**TEAM Coalition:** an alliance of professional and collegiate sports, entertainment facilities, concessionaires, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

[www.teamcoalition.org](http://www.teamcoalition.org)

**RADD:** *'The Entertainment Industry's Voice for Road Safety'*, is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. [www.radd.org](http://www.radd.org)

**NHTSA:** (The National Highway Traffic Safety Administration), under the [U.S. Department of Transportation](http://www.transportation.gov) (DOT), was established by the Highway Safety Act of 1970, as the successor to the National Highway Safety Bureau, to carry out safety programs under the National Traffic and Motor Vehicle Safety Act of 1966 and the Highway Safety Act of 1966. [www.nhtsa.com](http://www.nhtsa.com)